

POWER OF ATTORNEY and CORRESPONDENCE ADDRESS INDICATION FORM	Application Number	10/748,694
	Filing Date	December 30, 2003
	First Named Inventor	SCHOLL, Nathaniel Blake
	Title	METHOD AND SYSTEM FOR PLACING ADVERTISEMENTS BASED ON SELECTION OF LINKS THAT ARE NOT PROMINENTLY DISPLAYED
	Art Unit	3622
	Examiner Name	RETTA, YEHDEGA
	Attorney Docket Number	026014-002301US

I hereby revoke all previous powers of attorney given in the above-identified application.

I hereby appoint:

☒ Practitioners associated with the Customer Number:

20350

OR

☐ Practitioner(s) named below:

Name	Registration Number

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith. I further authorize any of the above-identified practitioners to execute a Statement Under 37 CFR 3.73(b) on my/our behalf to certify the chain of title and establish my/our ownership in the application identified above.

Please recognize or change the correspondence address for the above-identified application to:

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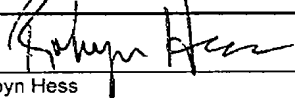
<input type="checkbox"/> Firm or Individual Name			
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I am the:

☐ Applicant/Inventor.

☒ Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

SIGNATURE of Applicant or Assignee of Record

Signature		Date	4/26/08
Name	Robyn Hess	Telephone	702 894 4422
Title and Company	Assistant Secretary, Amazon Technologies, Inc.		

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.